Abstract

Disclosed in the present invention are a creation production support method, for enabling the easy production of a large amount of creative material, within a short period of
5   time, while reducing the labor effort required of a creator, and an apparatus and a storage medium therefor.

Specifically, creative element data for a pair composed of a creative element and an element index are stored in a database (4), and the element index is extracted from the
10   database (4) and is placed in a reactor (9). From this, a set of correlated element indexes is obtained, and creative elements corresponding to element indexes that constitute this set are coupled together and output. Then, a creation is automatically generated, and 5W1H information, indicating the
15   contents of a corresponding creative element, and sensory information received from the creative element are written in the element index. When based on this information a correlation is obtained, a creation can be provided that can not be formed merely by the random linking of creative elements.
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